

# AZO SANS

by Rui Abreu · [www.r-typography.com](http://www.r-typography.com)



new dynamics

**GEOMETRA**

WRITING THOROUGH OBSERVATION

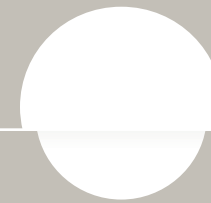
OSGUAY

uivo quantico

progressive full-scale global understanding

Rebolide

1. **Black**



2. **Bold**

3. **Medium**



4. **Regular**

5. **Light**



6. **Thin**



144 Point

YORGE

72 Point

weights 6,85kg

36 Point

LAVRA TRANQUILIZADORA  
*obtemperamento suavizador*

24 Point

*DISTINCT & RECOGNIZABLY ANONYMOUS*  
mangerico perfumado no vaso envernizado

12 Point

Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked *the famous town of Troy*. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own

8 Point

Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked *the famous town of Troy*. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own life and bring his men safely home; but do what he might he could not save his men, for they perished through their own sheer folly in eating the cattle of the Sun-god Hyperion; so the god prevented them from ever reaching home. Tell me, too, about all these things, O daughter of Jove, from whatsoever source you may know

144 Point

PREGO

72 Point

schwingenden

36 Point

QUANDO OS LOBOS UIVAM  
*learns calligraphy techniques*

24 Point

*RESULTADO EM EXPERIÊNCIA CINEMÁTICA*  
was 1984 the starting year for korn canoes?

12 Point

Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save

8 Point

Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own life and bring his men safely home; but do what he might he could not save his men, for they perished through their own sheer folly in eating the cattle of the Sun-god Hyperion; so the god prevented them from ever reaching home. Tell me, too, about all these things, O daughter of Jove, from whatsoever source you may

144 Point

AUGES

72 Point

caleche rápida

36 Point

CARROAGEM CODE B87123  
*awkward yet surprisingly fun*

24 Point

*INSTRUCTION FROM RYOKUSHŪ KUISEKO*  
urgeiras neste agreste cenário montanhoso

12 Point

Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked *the famous town of Troy*. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying

8 Point

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144 Point

WOMB

72 Point

arbitrary signs

36 Point

SUBTIL EFEITO ESTILÍSTICO  
*rise from another dimention*

24 Point

*THEIR KING CLIMBED A FEW MOUNTAINS*  
dark polished stones esthetically pleasing

12 Point

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8 Point

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144 Point

ESFUZI

72 Point

gran memoria

36 Point

VERMICULAR BACORINHO  
*the world's finest periodical*

24 Point

***WE SHALL PLAY OUR FINEST VARIATION***  
foram desenrodilhando simultâneamente

12 Point

**Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked *the famous town of Troy*. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying**

8 Point

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144 Point

GOMA

72 Point

perfect signal

36 Point

TAMANHO PEREMPTÓRIO  
*gets infinitesimal accuracy*

24 Point

***SHIFT HUMAN BREEDING TECHNIQUES***  
saltamos entre as cinco núvens coloridas

12 Point

**Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much**

8 Point

**Tell me, O muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own life and bring his men safely home; but do what he might he could not save his men, for they perished through their own sheer folly in eating the cattle of the Sun-god Hyperion; so the god prevented them from ever reaching home. Tell me, too, about all these things, O daughter of Jove,**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï

Ê Ë Ĝ Ğ Ĥ Ħ Ì Í Î Ï Ĵ Ķ Ĺ Ł Ľ Ń Ņ Ñ

Ò Ó Ô Õ Ö Ø Ö Ø Æ É Ě ě Š š Ť ř

Ù Ú Û Ü Ū Ů Ű Ų ÷ ù ú û ü ū ů ű ų ÷ wó wô wö ý ý ŷ Ÿ ž ž ž đ þ

a b c d e f g h i j k l m n o p q r s t u v w x y z

à á â ã ä å æ à á â ã ä å æ à á â ã ä å æ à á â ã ä å æ à á â ã ä å æ

d' đ è é ê ë ě ē ħ ò ó ô õ ö ō ő ù ı ž į j k

Í Ĺ Ĵ ĵ Ķ ķ Ħ ħ Ò Ó Ô Õ Ö Ö Ö Ö Ø Ø œ ř ř ŕ ŝ ŝ ŝ ŝ ß

f' t' ð ù ú û ü ū ŭ ů ŷ w' w' y' y' z' ž ž đ þ κ

0 1 2 3 4 5 6 7 8 9 0 <sup>2</sup> <sup>3</sup> <sup>1</sup> <sup>4</sup> 1/4 1/2 3/4 & € \$ ¢ £ *f* ¥ @ @

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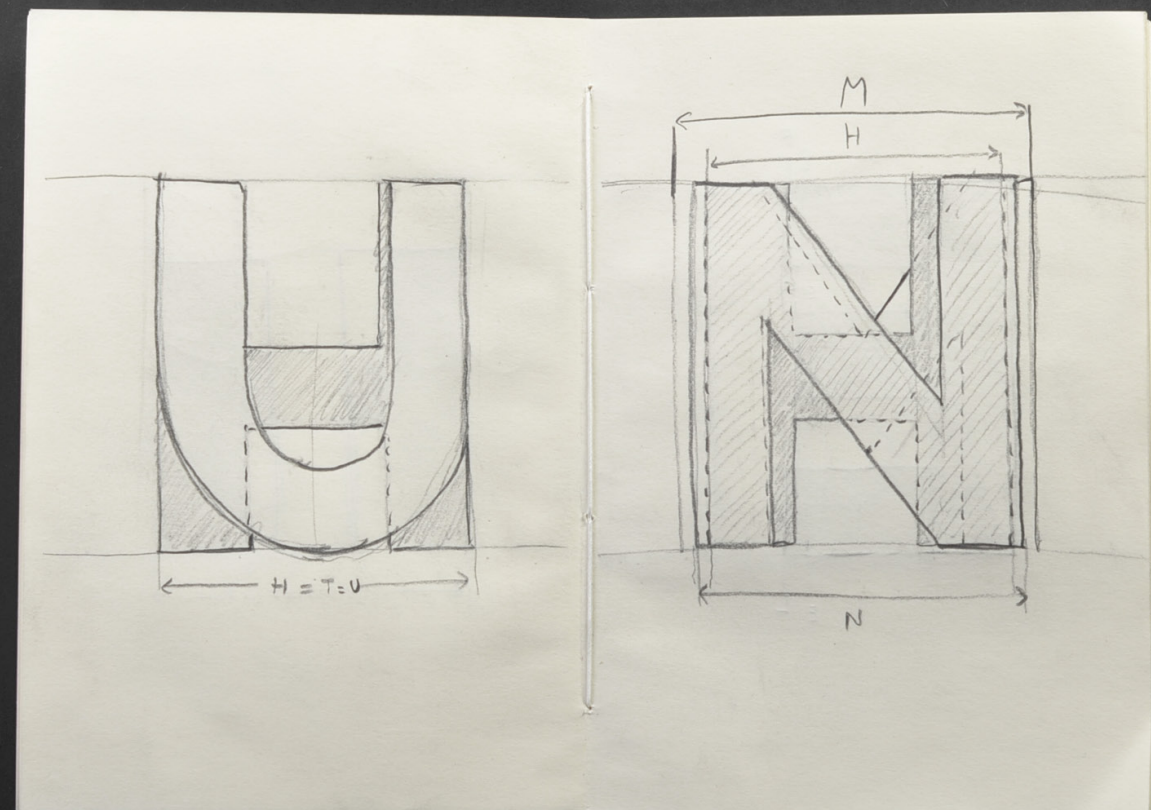
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. ° . / \ ^ v .. ° ~ - - u o o " " |

, 5 c





Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**

Bold Italic

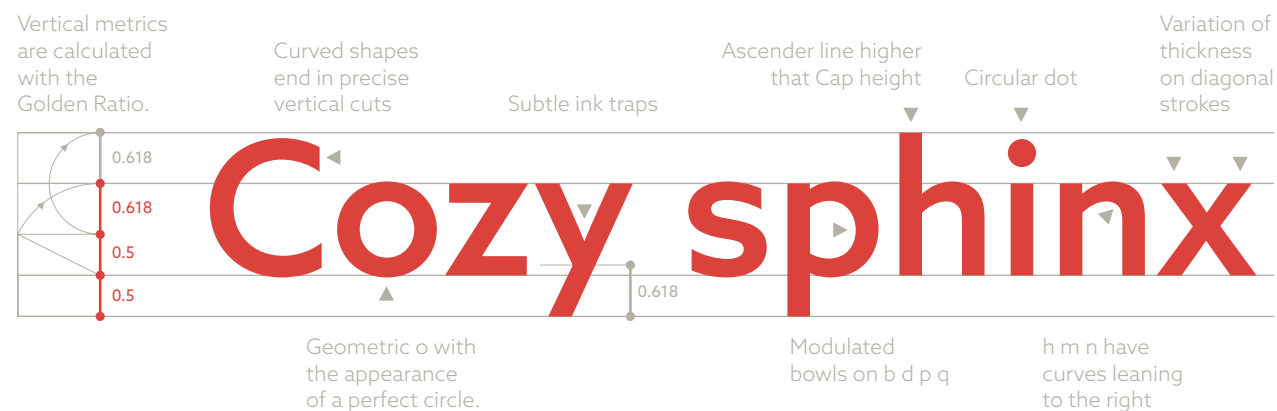
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**

Black Italic

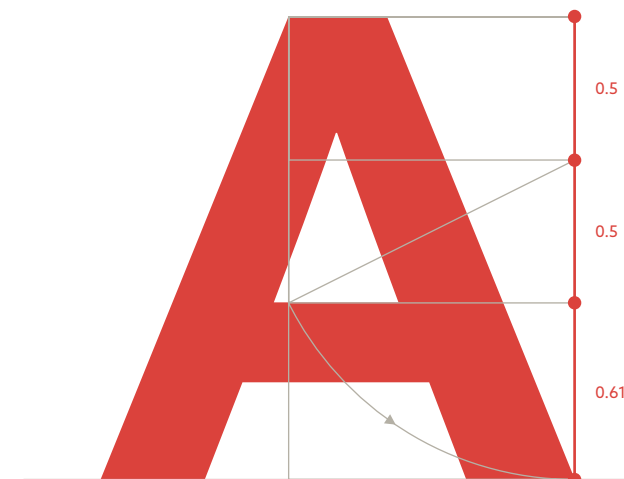
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***



The O has the appearance of a perfect circle, however it is optically adjusted.



Shapes are optically balanced giving the typeface a humanized and dynamic look. The modulation of the curves and thickness variation on the diagonal strokes improve legibility.



The Golden Section is used throughout the design. Letters are constructed geometrically, and the golden ratio is used to determine the position of parts.



Azo Sans comes with a cursive italic for every weight.

# Azo Sans

Azo Sans is a new grotesque loosely based on the elementary forms of geometry. It is inspired by the constructivist typefaces of the 1920's, but is instilled with a humanistic quality. With attributes usually found on dynamic sans serifs, like the modulation of the strokes, humanistic proportions and open curved shapes, Azo Sans still feels geometrically constructed, somehow mechanical and precise, although pure geometry is hardly found. The o has the appearance of a perfect circle, however it is optically adjusted. The bowls on b d p q attain an almost calligraphic quality in their modulation. All the curved shapes end in precise vertical cuts, since the Futura-like c, was created from the slicing off the o its right portion. The h n m have curves leaning to the right for a more dynamic look, rather than featuring symmetric counters with round junctures, like the typical circle based alphabet.

Azo Sans is full of nuances that soften the strictness of pure geometry, making the typeface more human and pleasant to read in longer body text, while maintaining a sober and rational appearance. Azo Sans comes in six weights from Thin to Black, with a matching cursive italic for every weight.



# AZO SANS

Typeface & specimen designed by Rui Abreu

